



December 9, 2011

Dear TIAO Members,

The Tourism Industry Association of Ontario (TIAO) is pleased to announce the creation of a Provincial Tourism Workforce Development Strategy. TIAO has contracted the Ontario Tourism Education Corporation (OTEC) to complete the project, which is funded through the Tourism Development Fund and the Ministry of Tourism and Culture.

OTEC will conduct an inventory of current workforce development frameworks across the province and their capacity to meet changing industry needs and market conditions. Based on the result of this inventory, OTEC will then work closely with regional and provincial industry stakeholders to develop and validate a cohesive workforce development strategy and implementation plan that will support the province's tourism competitiveness goals.

Part of the validation process will include working with an industry advisory committee. This committee will meet at least three times between December 2011 and March 2012. Interested individuals from RTOs, sector associations, tourism and hospitality schools and industry should forward their name and contact information to Wendy Paradis at OTEC by Friday, December 16, 2011 by email at wparadis@otec.org.

OTEC is an independent, not-for-profit training and human resources development organization. For over twenty years, OTEC has been a leader in workforce development strategies and project initiatives in Ontario; and, has key relationships and partnerships with relevant sectors of the tourism and hospitality industry including the CTHRC, RTOs, DMOs, associations, education and employment services, as well as economic development and workforce planning boards.



TIAO invites all members to meet with and work with OTEC as they complete this important project.

Sincerely,

A handwritten signature in black ink on a light-colored background. The signature is cursive and appears to read "Beth".

Beth Potter
President